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INSIDE LICENSING

December 8, 2015

Adult Coloring Book Sales Soar as Publishers Scramble to Sign Artists, Meet Demand

Will the meteoric rise of adult coloring books be a passing fad or is it a product primed to be a long-term licensing opportunity?

That is the unanswered question. But with retailers stocking their shelves with coloring books covering licensed themes ranging from spiritual and inspirational to flowers, animals, celebrities and entertainment, 2016 appears to be poised to be a milestone year for the category.

Many publishers, caught by surprise as adult coloring books emerged as a means of relaxation and stress relief that has spawned book clubs, meet ups and even a National Coloring Book Day, are scrambling to sign licensing agreements with artists.

Since the adult coloring book boom began in 2013 with the release of Scottish artist Johanna Basford's "Secret Garden" and follow up, "Enchanted Forest", the category primarily has been the province of independent artists typically with agencies representing them.

Entertainment properties

But Hallmark fashioned an internal group for coloring books and DC Comics and Marvel unveiled plans to bring

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Adult coloring books were front and center at Barnes & Noble this weekend in Carle Place, NY

Deadline This Monday, December 14 To Fill Out Inside Licensing's Third Annual Outlook Survey

What do global licensing executives define as the most significant developments – both positive and negative – in the business in 2015? What do they think about prospects for 2016, and what are the key issues facing property owners, manufacturers, retailers and others as they plan their business for the next two years?

Inside Licensing has launched our third Annual Outlook Survey. We urge you to click here to give us your thoughts on how well business is going, and the most important issues, challenges and developments that will confront licensing professionals in all facets of the business going forward. A year ago, nearly seven out of ten respondents projected 2015 gains of 4% or more.

Deadline to fill out the brief, anonymous, online survey form (<https://www.surveymonkey.com/r/VXLL3KN>) is **DECEMBER 14**; results will be reported in the January 5 edition of *Inside Licensing*.

Happy Holidays

The next edition of *Inside Licensing* will be published on January 5. We wish everyone a joyous and peaceful holiday season.



GameStop Expanding ThinkGeek Stores

GameStop is expanding its ThinkGeek collectibles stores, opening new locations in the Palisades Center Mall in West Nyack, NY and North East Mall in Hurst, TX. The new outlets build on the first location that opened in Orlando in October and represent a further push by GameStop, which bought ThinkGeek parent GeekNet earlier this year.

GameStop had 22 collectibles stores as of Oct. 31, having opened eight outlets in fiscal Q3 as it further expanded its Zing Pop Culture format in Australia and Ireland. It expects to have 37 ThinkGeek and Zing stores open by Jan. 31.

GameStop boosted its forecast for collectibles revenue this year to \$300 million, up from an earlier projection for \$150-\$200 million (*Inside Licensing*, 8/18/15). Sales from collectibles stores along with those from the chain's Technology Brands locations that resell AT&T services and Apple products, have helped offset declines in videogames. In Q3, GameStop's videogames hardware and software sales fell 20.4% and 9.5%, respectively.

Iconix took a \$4.6 million pre-tax charge against Q3 earnings tied to former CEO Neil Cole's departure in August, the company said in an SEC filing. The one-time pre-tax charge was taken under terms of Cole's contract. Iconix also took a \$1.2 million pre-tax charge as part of its agreement with board member and interim CEO Peter Cuneo.

Meanwhile, Iconix faces three separate shareholder lawsuits, all alleging the company made "materially false and misleading" statements and omitted "adverse facts" about the company's operations, the suits state. Iconix "engaged in irregular accounting practices" tied to its booking revenue and profit from joint ventures resulting in the company "overstating" earnings and

revenue. Iconix declined to comment.

Iconix also incurred a \$12.2 million bad debt expense in Q3 following a review of its licensing program that required it to increase a provision for doubtful accounts and write off uncollectable accounts.

Jazwares' JazWings incubator program has tapped 5-6 companies to enter a crowdfunding round with Indiegogo or Kickstarter by early 2016, Jazwares' Judd Zebersky told us. The program was launched in October as a means for companies to get support from Jazwares by submitting product ideas for games, books, comics, animated content and others items. If the product plans gain backing from the JazWings community and move through other phases, they can emerge as Jazwares branded or licensed products.

The first of the products is expected to ship in 2016, Zebersky says. Among those gaining initial backing in JazWings program was artist Siu Hak's

Panda-a-Panda brand, which is being sold through online retailer Qpon Ltd. on plush toys, cushions and other products. Argentina-based artist Gaston Caba's The Round Bunny comic strip also was developed into a plush and book gift set for the incubator program. Zebersky declined to identify the other companies in the program, but their products include comic books and a plush bear.

Sport Haley Holdings is returning to the licensing business, having signed a deal potentially bringing LPGA branded women's apparel to big-box retail in 2016. In signing the agreement, Sport Haley will target retailers like Dick's Sporting Goods, Golfsmith and Golf Galaxy, chains that already sell its apparel under the Sport Haley and Bette & Court brands, Sport Haley's Will Kidston told us. **Antigua Sportswear** and Adidas will remain on-course apparel suppliers and sponsors for the

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EA: The Force is With Its New Star Wars Title

Electronic Arts reiterated its earlier forecast that the Star Wars Battlefront game which launched November 17 will generate sales of 13 million units in the fiscal year ending March 31 and there is "no perceptible weakness yet," EA's Peter Moore told investors at the Credit Suisse Technology, Media and Telecom conference in New York last week. "Based on where we think this title is and based on the marketing ahead" for the new movie "we feel very comfortable we're going to hit the guidance that we've given analysts, investors and Wall Street alike," Moore said.

While EA has additional Star Wars titles in development, "I don't want anybody to think that we are committed to a title every single year," Moore said. "I think there is also little bit of a saturation point that we will hit with Star Wars titles" in juggling it with other EA-owned games like Battlefield, Mass Effect and Plants vs. Zombie Garden Warfare.

Meanwhile, Tony Bartel of specialty retailer GameStop told analysts on a conference call that initial sales of the game "fell short of expectations."

"We're not going to quantify it in terms of actual numbers, but we had high expectations that diminished somewhat as it got closer and it failed to hit those lower expectations," Bartel said.

But later in the conversation, Bartel softened his earlier statement, noting that while the game was "off to a bit of a slow start," GameStop expected it would "rally strong" in the run up to the *Star Wars Episode VII: The Force Awakens* movie release on Dec. 18.



LPGA tour. Sport Haley has been out of the licensing business since parting ways with Cal-laway on the Ben Hogan men's brand in 2009. Meanwhile, MK Trend will open the first LPGA-licensed stores in South Korea, starting with 10 shop-in-shops in 2016 and expanding to 105 locations by 2020. MK also will operate LPGA free-standing and outlet stores. MK signed a similar pact with the NBA in 2011 and has since opened 102 stores in South Korea and another 70 in China.

Sequential Brands wrapped its purchase of **Martha Stewart Living Omnimedia** (MSLO) Friday, shortly after MSLO overwhelmingly approved the \$298 million sale of the company. MSLO shareholders approved the sale by a vote of 271 million to 170,000. MSLO shares, which had fallen below the proposed \$6.20 acquisition price, rose to \$6.15 at the time of the shareholder vote on Dec. 2. Sequential Brands closed Tuesday up 1.75% at \$9.31.

With the first Sesame Street series stemming from the **Sesame Workshop-HBO** agreement to start airing Jan. 16, production on a second season is underway, says a Sesame Workshop spokeswoman. The first 35-episode series will feature 30-minute programs, half the length of the original format. Sesame Workshop signed a 5-year agreement with HBO earlier this year, parting with PBS, which will now air new episodes nine months after they debut on HBO. Sesame Workshop's consumer product licensing program remains unchanged, says the company spokeswoman.

Agatha Christie is getting a new chapter in videogames. Publisher **Microids** and developer **Artefacts** will release "Agatha Christie – A.B.C. Murders" in Q1 2016, marking the first time the mystery writer's brand will be spread across videogames consoles and PCs at the same time. Microids has a licensing agreement with London-base Agatha Christie Ltd., which is headed by Christie's great-grandson

and CEO Hilary Strong. The Adventure Co. developed three earlier Agatha Christie-based PC games, the last of which was issued in 2007. A version of A.B.C. Murders was launched for Nintendo DS in 2009.

Italian shoemaker **Tod's SpA** is shifting from licensee to brand owner. The company bought the **Roger Vivier** luxury brand from Tod's Chief Executive Diego Della Valle and his family for \$441 million, adding a label it had licensed for a decade. Tod's also will pay \$21.1 million for Vivier's Paris operations, which includes its flagship store. The Della Valle family will reinvest \$219.2 million in Tod's through a capital increase at \$90.70 per share.

The first **Psycho Bunny** store opened in November in a mall in Panama City, Panama, with plans to expand the format globally, says Genius Brands International's Stone Newman, whose company represents the brand. The store is stocked with Psycho Bunny products, including apparel and accessories and is being merchandised by Neroli, the brand's distributor in Latin America.

Movado will spread wearable and connected technology across its product line, including watches bearing licensed brands such as Coach, Hugo Boss and Tommy Hilfiger, company executives told analysts on a conference call. Movado is launching connected watches under its own brand – Movado Bold Motion Powered by Hewlett Packard – in two styles by year-end at \$695. The watch notifies users of incoming phone calls and texts, monitors daily steps and tracks progress through a software app. "We have every intention to capitalize on this market catalyzer across our entire portfolio and on a global basis," Movado's Ricardo Quintero said.

Sleek Audio is seeking to depose rapper 50 Cent as it fights to secure an \$18 million claim stemming from a collapsed licensing deal, according to court documents. Sleek and 50 Cent,

whose real name is Curtis Jackson, have been battling since the rapper filed for bankruptcy in August listing \$24.8 million in assets and \$32.5 million in debt. Sleek, which has an \$18 million claim in the bankruptcy case, and Jackson's G-Unit LLC business parted ways on a licensing pact in 2011 that included plans for "Sleek by 50" wireless over-ear headphones. Jackson later formed another company and marketed "Sync by 50" headphones, which Sleek alleged in a separate lawsuit were "basically the same mechanically" as the earlier models.

SG Companies is reviving Denizen by Levi's slippers with an 8-SKU line targeting mass retailers for 2016. While distribution for the slippers hasn't been set, Target is among the mass retailers that carries Levi's Denizen men's and women's jeans. SG is a major supplier of Levi's and Dockers footwear. Meanwhile, SG also has shipped the first of its Chinese Laundry-licensed footwear to retail with 18-SKU assortment that includes slippers, clogs and booties. The Chinese Laundry will be followed by 14-SKU and 12-SKU assortments of CL by Laundry and Dirty Laundry footwear that ship in first half 2016, the latter targeting the juniors category. SG also signed an agreement with Nintendo to bring the Super Mario Bros. brand to kids athletic and casual shoes, boots and sandals.

Executive Appointments: Lourdes Arocho, ex-Nickelodeon, named VP Toys and Hardlines, **NBCUniversal**... Janki Gause, ex-**LMCA**, named **Source3** strategic partner manager, new post... Alexandra Ries, ex-PBS Distribution, joins **The Licensing Shop** to head its Shopkins licensing program... Megan Wain joins **Rocket Licensing** as licensing coordinator.

Agency Appointments: **TSBA Group** is representing the **British Museum**, which is shifting to an outside agency in an effort to broaden the reach of its licensed goods. While the museum has dabbled in licensing in the past,

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Coloring books

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their characters to the category, the latter launching an “Age of Ultron” title in October. Crayola is plunging into the business with a “Color Escapes” line of books and art supplies and Game of Thrones author George R.R. Martin added his pen to the category with Bantam Books and a 96-page coloring book based on his “Song of Fire and Ice” series.

Freelance artists also are publishing and marketing their own products through Amazon’s CreateSpace, Speedy Publishing and WMC Publishing.

Top 10 = 1.9 million units

The Top 10 U.S. adult coloring books in the Nielsen BookScan survey, which captures about 80% of print book sales, had posted combined sales of 1.9 million copies through Nov. 15.

Among the other recent coloring book agreements:

- Amylee Weeks signed with South Africa-based Christian Art Gifts for a 108-page spiral bound books containing scripture and inspirational messages that will ship in 2016.

- Basford’s third title, “Lost Ocean”, was released in October and had sold 157,000 through Nov. 15, according to Nielsen. It was Basford’s first book published since she moved to Penguin Random House from Laurence King



At Jo-Ann Fabric and Craft store in Los Angeles (L), adult coloring books were assorted in a five-foot wall display, while at a Michaels store on Long Island (R) a rolling rack of the books is positioned directly in front of the store entrance.



Publishing. Basford’s first two books “Secret Garden” and “Enchanted Forest” had sold 508,000 and 411,000 copies, respectively through Nov. 15.

- Australia’s Five Mile Press reached an agreement with Paws Inc. to publish six, 48-page Garfield-based adult coloring books

- Canadian artist Steve McDonald will follow up “Fantastic Cities” with “Fantastic Structures” featuring line drawings of the Empire State Building, Eiffel Tower and other buildings and will expand his assortment to include coloring calendars under an agreement with Chronicle Publishing.

- Molly Hatch, known for her collection of ceramics sold through the

retailer Anthropologie, will showcase her pen-and-ink drawings in a “Journey in Color” hardcover coloring book that will feature geometric designs found in Moroccan markets, tiles and textiles and be printed in black and segments of neon turquoise throughout. There also will be a book containing French Baroque designs.

- Designer Debra Valencia entered the coloring book market with three 48-page titles under Fox Chapel Publishing’s Design Originals imprint that contain 32 black and white line drawings along with color samplings and tips on techniques.

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Retail Sales of Top Ten Adult Coloring Books, U.S., January-November, 2015

Title	Author	Publisher	Sales Through Nov.
Secret Garden: An Inky Treasure	Johanna Basford	Chronicle Books	508,000
Enchanted Forest: An Inky Quest	Johanna Basford	Chronicle Books	411,000
Adult Coloring Book Stress Relief	Various artists	Lightning Source	174,000
Lost Ocean: An Inky Adventure	Johanna Basford	Penguin Group USA	157,000
Animal Kingdom: Color Me	Marotta Millie	Sterling Publishing	147,000
Color Me Calm	Lacy Mucklow	Quatro Publishing Group	140,000
Creative Coloring Inspirations	Harper Valentina	Fox Chapel Publishing	138,000
Mystical Mandala Coloring Book	Alberta Hutchinson	Dover	116,000
Creative Haven Art Nouveau	Marty Noble	Dover	111,000
Adult Coloring Book: Stress Relief	Various Artists	Lightning Source	97,000

Source: Nielsen BookScan

Coloring books

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"I feel that in 2016 the market will become pretty saturated because a lot of people are working on new designs right now and we will see a lot of new titles," says MHS Licensing's Renae Lokpez. "There always will be risk of the market becoming over-saturated, but it will always be around at some level like any trend and will hit its peak in 2016."

The adult coloring book category's ability to continue to grow will hinge on attracting new customers and retailers with titles covering a broad array of topics. The licensed artists have shown an ability to retain their fans and attract new ones through social media. For example, Florida-based artist Joanne Fink, whose titles include "Designs to Feed Your Spirit" and "Flowers", launched a Facebook site and attracted several thousand followers within a matter of days.

Dedicated retail space

National arts and crafts retailers Michaels and Jo-Ann Fabric and Craft along with book retailer Barnes and Noble, have dedicated space within their stores to adult coloring books, with Michaels installing a freestanding display at the front of its stores. Barnes and Noble's Sterling Publishing also has released a series of books, including artist Millie Marotta's popular "Animal Kingdom" and "Tropical World" titles.

For its part, Canadian retailer Indigo Books & Music partly credited adult coloring books for its 13% rise in fiscal Q2 same-store sales.

"It's not that we have gotten on the back of trend," Indigo's Laura Carr told analysts on a recent conference call. "We've made the most of that trend as well." In addition to the books, "we are doing very well" in higher-margin accessories that go with them including pencils and pencil cases, says Carr.

At Jo-Ann, sales of adult coloring books began to pick up in 2014 and "reached new heights" earlier this year with each month's sales surpassing the previous one due largely to the growing number of titles available, says a company spokeswoman. Jo-Ann carries about 250 titles; Michaels has 175.

While retailers have benefitted from the increasing sales of adult coloring book so have the artists, many of whom were already skilled in illustration and design. The licensing agreements typically run one to two years, include several titles, an advance payment and about a 10% royalty. That compares to a royalty of substantially less than 10% in many other product categories, says Valencia. The higher royalties paid by publishers are partly tied to the pre-orders they receive from retailers, which reduces the risk of being stuck with excess inventory and allows them to print books based on forecast demand.

The higher royalty typically nets a higher retail price. While the sweet spot for the books is around \$10, prices can rise to \$24 for two-packs or those titles packaged with pencils. For coloring wall calendars, the price range is \$10-\$17. The typical turnaround from an artist starting work to final publishing is about six months, but can be less if it's a wall calendar, desk blotter or post card.

"For a lot of artists this is what is in their sketch book from the beginning that gets turned into finished art, says Lopez. "They have been doing this for a long time already and just need to transfer those skills to coloring books."

Quality differences

The quality of the coloring books also differs dramatically from children's versions, given that adults typically use colored pencils, gel pens and fine tip markers rather than crayons. Many of the books are 32 or 48 pages and are printed on thick paper with a design only on one side of the page so that gel pens and fine tip markers don't bleed through. Thicker paper also is designed to make the finished works suitable for framing. The coloring books also come in a variety of shapes and sizes.

The adult category may follow a path similar to digital publishing, which saw rapid growth before leveling off into a steady business, says Chronicle Publishing's Christine Carswell, whose company distributed Basford's first two books in North America for UK publisher Laurence King.

Yet while steep increases in adult coloring book sales may eventually level off as the newness of the category rubs off, the expansion of the category into

wall and desktop calendars, desktop blotters and post and note cards, may give it added life, publishing executives say. Leap Year Publishing signed artist Courtney Morgenstern a few months ago to create a series of three 2017 wall calendars, which if successful, could lead to coloring books, says Leap Year's Abby Logan.

"Adult coloring books will likely eventually fall out of the public eye," since the media attention it received amid rising interest is likely to be short-lived, says Logan. "Eventually people will start to fill up their coloring books and there will likely be a decline in sales among the general population in a couple years. But the sticking power might be coloring books, calendars, and other products' ability to get people to be creative again and think outside of the box."

Retailers, while well aware that the sharp rise in sales this year will eventually slow, see the category as having staying power. Barnes and Noble has spread coloring books throughout its stores starting with the front vestibules of its stores, which are home to promotional titles from Dover Publications and others.

It also revamped the gift department in its stores in September, carving out space for art supplies, while continuing with end caps and promotional tables to further highlight coloring books, says Barnes and Noble's Alex Perruzzi. The company began to see an increase in customer interest in the category in late 2014, with "instant climbs" in sales starting in March that gave evidence of a growing trend, says Perruzzi.

While artist-designed versions have been the top-sellers, they have since been joined by entertainment properties such as Harry Potter, "Outlander" and "Game of Thrones" at Barnes and Noble.

At Michaels, animal and floral-themed coloring books along with meditation-inspired titles have proved to be the most popular with customers, says Michaels' Idalia Farrajota.

"It's clear that several artists are really driving the trend with books that appeal to adults by showing us that coloring books can be sophisticated and true pieces of art," says Farrajota.

AC/DC

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Agatha Christie

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Amylee Weeks

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Betty Boop

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Boeing

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 Licensed To/For: Schott/leather jackets (U.S.)
 Licensed To/For: Steiff/teddy bears
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Courtney Morgenstern

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Curious George

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 Licensed To/For: SG Companies/footwear

Debra Valencia

Licensed By: DeVa Enterprises/
 The Brand Liason
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 Licensed To/For: Neocube/Win-ner Wireless/cellphone cases (U.S.)
 Licensed To/For: Pamson Pacific Enterprises/notebooks, composition books U.S.)

English Laundry

Licensed By: Bluestar Alliance
 Licensed To/For: Prodigy Brands/footwear (U.S.)

Frozen

Licensed By: Disney Consumer Products
 Licensed To/For: E. Mishan & Sons/humidifiers (U.S.)

Garfield

Licensed By: Paws Inc.
 Licensed To/For: MJC International/adult, juniors sleepwear (U.S.)
 Licensed To/For: Peter Alexander Sleepwear/men's and women's apparel at Alexander and Myer stores (Australia, New Zealand)
 Licensed To/For: Saga Falabella/robes, nightshirts, pajamas (Peru)
 Licensed To/For: Somerbond/men's and women's nightwear and t-shirts (UK, Ireland)
 Licensed To/For: Toys Pelucia Industria e Comercio de Briqueados/plush dolls, cushions (Brazil)
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 Licensed To/For: Uitgeverij De Leeuw B.V./birthday and wall calendars (Belguim, Luxemboug, Netherlands)
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 Licensed To/For: Wiesner World-wide Kreations Pvt./apparel, footwear (India)
 Licensed To/For: Shanghai Holyblade Network Technology Co./electronic games for TV Box (China)
 Licensed To/For: Shenzhen Jin Wan Hao E-Commerce Co./baby toys (China)

Hello Kitty

Licensed By: Sanrio
 Licensed To/For: Coty/OPI/nail polish (Australia, New Zealand)

Iron Maiden

Licensed By: Iron Maiden/Global Merchandising Services
 Licensed To/For: Artist Series Guitar, Inc./limited edition guitars
 To/For: Celtek/snowboard gloves, masks (U.S.)
 To/For: NHS Inc./skateboard grip tape (U.S.)
 Licensed To/For: Select-A-Head/custom drum heads (U.S.)
 Licensed To/For: Trick or Treat Studios Inc./ Halloween masks
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Lotta Jansdotter

Licensed By: Copyrights Asia
 Licensed To/For: Kamio Japan/tote bags, cosmetics bags

LPGA

Licensed By: LPGA/The Brand Liason
 Licensed To/For: Sport Haley/ap-parel (U.S.)
 Licensed To/For: ETC Hosiery Co./Best Legwear/socks (U.S.)

Magic: The Gathering

Licensed By: Hasbro
 Licensed To/For: Viz Media/art book

Molly Hatch

Licensed By: Molly Hatch
 Licensed To/For: Chronicle Publishing/coloring book

Outlander

Licensed By: Knockout Licensing/
 Sony Pictures Entertainment
 Licensed To/For: Vandor/drinkware

Paddington Bear

Licensed By: Copyrights Asia
 Licensed To/For: Kurihara Corp./hats (Japan)

Precious Moments

Licensed By: Precious Moments
 Licensed To/For: Beautiwise/chil-dren's makeup kits (U.S.)
 Licensed To/For: Kiu Hung Indus-

tries/Christmas Ornaments, snow globes (U.S.)
 Licensed To/For: Mon Cheri Baby/baby layettes (U.S.)

RealTree Camouflage

Licensed By: RealTree
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Shopkins

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 Licensed To/For: Danilo/calen-dars, greeting cards
 Licensed To/For: Blueprint/sta-tionery

The Simpsons

Licensed By: 20th Century Fox Licensing and Merchandising
 Licensed To/For: RMS International/pocket money collectible toys and games
 Licensed To/For: Headstart/figu-rines (Australia)
 Licensed To/For: Jumbo Games/puzzles (Europe)

Sonic the Hedgehog

Licensed By: Sega
 Licensed To/For: Vandor/drink-ware (U.S.)

Kate Spade New York

Licensed By: Kate Spade New York
 Licensed To/For: Amerex/outer-wear (U.S.)

Star Wars

Licensed By: Lucasfilm/Disney
 Licensed To/For: Forever 21/apparel (Global)
 Licensed To/For: E Mishan & Sons/humidifiers (U.S.)

Super 4

Licensed By: Morgen Studios/Not-tingham Forest Media Advisors
 Licensed to/For: Bauer Media/magazine (U.K.)

Super Mario Bros.

Licensed By: Nintendo
 Licensed To/For: SG Companies/footwear

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Forever 21

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47 Brand

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RECENT DEALS CONTINUED FROM PAGE 6

Three Stooges

Licensed By: C3 Entertainment
Licensed To/For: Rocket Fizz Soda
Pop and Candy/soda (U.S.)

Williamsburg

Licensed By: Colonial Williamsburg
Foundation
Licensed To/For: Spicher & Co./
vintage vinyl floor cloths (U.S.)

World Wrestling Entertainment

Licensed By: World Wrestling
Entertainment
Licensed To/For: Delta Apparel/
Junk Food Clothing Co./apparel
(U.S.)

Yo-Kai Watch

Licensed By: Level-5 Abby Inc./
Evolution U.S.A
Licensed To/For: Redwood
Ventures/3D kids activity kits

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Wizards of the Coast

Elaine Chase, Senior Dir. Global Brand Strategy, 425-226-6500

World Wrestling Entertainment

Jess Richardson, VP Licensing, 203-328-2539, jess.richardson@wwecorp.com

Want to speak at Licensing U in Las Vegas next June? Have a great session idea?

Now's the time to get your proposal together; They're due Dec. 18!

Online submissions only!
www.licensing.org



Shows, Conferences & Meetings

International Consumer Electronics Show

1/6 - 1/9, 2016

Las Vegas Convention Center, Las Vegas, NV

www.cesweb.org/**Hong Kong International Licensing Show**

1/11 - 1/13

Hong Kong Convention and Exhibition Center Hong Kong, China

www.hktdc.com/fair/hklicensing-show-en/HKTDC-Hong-Kong-International-Licensing-Show.html**London Toy Fair**

1/24 - 1/26

Olympia Convention Center London, U.K.

www.btha.co.uk/toy-fair**Sports Licensing and Tailgate Show**

1/24 - 1/26

Las Vegas Convention Center, Las Vegas NV

www.sportstailgateshow.com**Nuremberg Toy Fair**

1/27 - 2/1

Nuremberg Exhibition Center Nuremberg, Germany

www.spielwarenmesse.de/?L=1**Digital Entertainment World Expo**

2/9 - 2/11

Hyatt Regency Century Plaza, Los Angeles, CA

www.dewexpo.com/**American Toy Fair**

2/13 - 2/16

Jacob K. Javits Convention Center New York, NY

www.toyfairny.com**2016 International Home and Housewares Show**

3/5 - 3/8

McCormick Place Chicago, IL

<https://www.housewares.org/show/default>**LIMA Board of Directors**Rick Van Brimmer, **LIMA Chairman**,

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**NEWS** CONTINUED FROM PAGE 3

it's product line has been "pretty slim," says British Museum's Craig Bendle. TSBA will target toys, homewares, apparel and other products.... **Arabian Licensing Co.** is representing the re-launched Arabic-language version of "Sesame Street," "Iftah Ya Simsim," in the Middle East and Northern Africa region (MENA). **Bidaya Media**, a joint venture between **Sesame Workshop** and **Mubadala Development**, premiered the new program on SpaceToon Network in September, reviving a series that originally ran 1970-1990. The licensing program will feature domestic characters in MENA markets and global Sesame Street characters in international regions... **Knockout Licensing** is representing ITV Global Entertainment's drama series "Poldark" for licensing in the U.S. and Canada. The series debuted in North

America in June on PBS Masterpiece.

Newly licensed TV brands (*Inside Licensing*, 6/9/15) were front and center as promotional fodder during their first appearances in Black Friday sales in late November. **Best Buy** promoted a 49-inch high-definition (HD) Toshiba LCD TV at \$149, down from the regular \$429 ticket, while Target and Kohl's had a 32-inch Westinghouse non-HD set at \$99, down from \$189. Compal Electronics signed a licensing agreement for the Toshiba brand earlier this year as the Japanese consumer electronics manufacturer exited the TV business. Tongfang Global replaced Westinghouse Digital as the licensee for the Westinghouse brand in 2014.